

Mikel helped us automate **our entire customer flow**, from the very first touch point with Mussa to the moment a woman becomes an official member of the community. Mussa is a subscription-based women's community, and before Mikel, every step of the application, acceptance and onboarding process was completely manual.

We receive around **200 applications per month**, which meant endless hours of manually reviewing each one, sending individual emails and WhatsApps, and manually inviting each new member into our Slack community. It was overwhelming. We spent whole days just sending messages, answering questions, and onboarding members. And with only one person responsible for around 100 onboardings a month, the process inevitably became slow and uneven.

Then Mikel came in, and everything changed.

He automated the entire workflow, connecting **Stripe, Gmail and Slack**, so now every time a new member joins, she receives an **instant, clear and warm onboarding sequence** automatically. We, as founders, also receive a notification as soon as she completes the process, which allows us to welcome her personally and much more efficiently. This completely removed the internal manual workload that was slowing us down and allowed us to truly focus on delivering a better member experience.

We've only been running this new system for **two weeks**, and the results are insane. Our retention rate went from **30 percent to 45 percent**, simply because every new member now receives a clean, fast and consistent onboarding experience. They feel welcomed, supported and held from day one.

Meanwhile, our team finally has space to breathe. We've been able to redirect our energy into growth and lead generation, and in just two weeks, our conversion rate from leads to paying members has increased by **10 percent**.

We are endlessly grateful for Mikel. His attention, speed and professionalism are **BRUTAL (in the best possible way)**.

Sincerely,
Daniela Roiz
Co-Founder of Mussa

MUSSA

<https://wearemussa.com/>

